

Halden Zimmermann Consulting on Business Strategies

Tyler Collins July 07, 2016



A sound business strategy is the key to success.

Halden Zimmermann, noted business consultant, discusses industry best practices and strategies in the modern business world.

([Newswire.net](#) -- June 30, 2016) Huntington Beach, California -- In order to succeed, companies must continually seek new paths toward growth. Noted business consultant and

leader Halden Zimmermann knows that growth is key to a company's chances at future success. Modern business strategy differs from the methods that worked in the past, and companies must realize that these new methods of growth and expansion are critical in the global marketplace. Growth isn't a foolproof part of the business equation, however. One of the most common pitfalls Halden has seen in his years of experience is the focus on branding rather than product excellence. "Too many companies try to build their brand and product recognition on the world stage before a product is truly ready," says Halden. "This method only works if the product can live up to the marketing hype." Many companies have discovered that after spending lavish advertising budgets on international recognition, sales of their products have led to disappointment as the product itself wasn't in demand or had other shortcomings. "The product you sell must be the very best it can be," adds Halden. "Without that quality, nothing else your company does will matter in the long run."

Companies that have mastered the quality of their products can then benefit from global sales markets and marketing campaigns. [Halden Zimmermann](#) says that the economy of scale is at play here. Selling a unified product to consumers around the world can save substantial costs in packaging and advertising, improving revenue streams and establishing markets for continued expansion. Shared technology and raw materials are other cost-saving benefits to be realized. One of the best ways a company can leverage economy of scale is to identify commonalities among consumer preferences in different countries. Once identified, a brand can optimize its products to suit those preferences without the expense of different versions for the differing markets.

In the office, the use of technology has changed the way we do business. Zimmermann has seen this change first-hand at some of the companies he has worked with. One of the most important aspects of business strategy and technology centers on product or facilities development. Corporate policies and strategies that support new product development must operate quickly and must take full advantage of the technology available. "Communications tools such as video conferencing and customer relationship management (CRM) software put a lot of tools into the hands of those who need it," adds Halden. "Speeding up communication between teams and interfacing with customers helps the development cycle be as fast as possible." For more information on Halden and his business consulting services, visit <http://zimmermannbook.com/>

About H. Zimmermann

A business leader with decades of high level experience across a range of market sectors, Zimmermann has won the respect of his peers through his energy and drive to succeed. He has led companies from strategy to execution, boosting company growth and opening new markets. His skill in marketing and sales have helped the companies he's worked with improve revenues and enjoy newfound success. Halden's innovative thinking and proven business strategies have made him a trusted voice in the business consulting field.

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